

Fisher Students Collaborate with Columbus Symphony Orchestra

Purpose

When we initially heard that our project would be on the Columbus Symphony Orchestra, our reaction was nothing to the tune of excitement. The CSO was not a familiar company or experience to anyone in our group of six and we quite honestly weren't really sure that we would be able to help this lagging industry. Through a lot of research, a couple in-depth interviews, surveying a sample of musically educated potential consumers, and many hours of deliberating we are now confident and excited to share our findings with you.



Impact

Strength: Quality of musical performance

Opportunity: Increase opportunities for community involvement

Strategy: Connect with the greater Columbus community

Tactics: Satellite performances, collaborations, deals with local bars and restaurants, pop-up performances

Weakness: Unstable Masterworks Series ticket sales

Opportunity: Explore new uses of local resources

Strategy: Increase Masterworks Series attendance for this season and next by utilizing untapped local resources

Tactic: Increase corporate group ticket sales, grow social media presence, expand on multi-tier pricing model, offer new subscribers a discounted price for their first year, create an internship program

Weakness: Unique entertainment option in Columbus

Threat: Economic pressure to attract donations

Strategy: Increase donations by marketing the Columbus Symphony Orchestra's distinct value propositions

Tactic: Take pictures of guests at performances and post on social media, promote educational appeal of performances to attract companies that have education as a philanthropic platform, create a special event for donors and subscribers

Ohio State Colleges/Units Involved
Fisher College of Business
Marketing - BUSML 4204

Community Partners Involved
Columbus Symphony Orchestra

Contact

Shashi Matta, PhD
Clinical Associate Professor
of Marketing
Faculty Director, Full Time and
Working Professional MBA Programs
Fisher College of Business
matta.6@osu.edu

Danielle Childers
Alyssa Gutierrez
Cory Woodhall
Frances Nickerson
Lydia Backscheider
Kuan-Jen Wang
Marketing Students
Fisher College of Business



THE OHIO STATE
UNIVERSITY